

## WUTV/WNYO Political File Checklist

Candidate: Flouse Majority

Rep: Brad Phillips

Office: Waterfront

Today's Date: 11/15/12

Flight Dates: 10/23-10/29/12

Contract # 1362147

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Copy of Sales Order

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Copy of NAB Form

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Copy of Check

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Complete packets are to go to Jon May who will put them in each stations public file.

These records contain:

1. The issue to which the ad refers
2. Whether the request was accepted or rejected by the station
3. The rate charged for the time
4. The dates and times on which the ads aired (if applicable)
5. The class of time that was purchased (if applicable)
6. The name of the entity purchasing/requesting the time including name,

Rep Order# 9803886 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 1362147

Printed: 08/27/2012 8:55 AM  
Last Received: 08/27/2012 8:35 AM  
Showing Buylines: All Lines

1 of 2

Station WNYO-TV BUFFALO NY  
Advertiser ( ) POLITICAL ISSUE GROU  
Product HOUSE MAJORITY PAC  
Estimate# 1546  
Buyer Shira Levy  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1546  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348



--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED PGM ON LNS 3,4  
PLEASE CNFM, THANKS

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
---	---	---	-----	---	---	---	---	---	---	---	---	---
1	TU-F,M	11A-12P	DIVORCE COURT	:30	\$25.00	10/23-10/29	2	1	2	\$50.00	---	---
2	M	8P-9P	LAW & ORDER: SVU	:30	\$100.00	10/29-10/29	1	1	1	\$100.00		
*3	TU	8P-9P	HOUSE	:30	\$100.00	10/23-10/23	1	1	1	\$100.00		
			Sales Remark: V3 REVISED PGM									
			V3 Program Name Change, Comment Changed									
*4	TH	9P-10P	WHITE COLLAR	:30	\$100.00	10/25-10/25	1	1	1	\$100.00		
			Sales Remark: V3 REVISED PGM									
			V3 Program Name Change, Comment Changed									
5	F	9P-10P	MONK	:30	\$100.00	10/26-10/26	1	1	1	\$100.00		
6	SU	7P-8P	BONES	:30	\$150.00	10/28-10/28	1	1	1	\$150.00		
7	TU-F,M	10P-1030P	2 ON-SIDE @ 10P	:30	\$250.00	10/23-10/29	2	1	2	\$500.00		

---REPORT TOTALS---

- Rep Order# 9803886 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 1362147

Printed: 08/27/2012 8:55 AM  
Last Received: 08/27/2012 8:35 AM  
Showing Buylines: All Lines

2 of 2

Station WNYO-TV BUFFALO NY  
Advertiser ( ) POLITICAL ISSUE GROU  
Product HOUSE MAJORITY PAC  
Estimate# 1546  
Buyer Shira Levy  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1546  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 9 / \$1,100.00

---SALES MONTHLY TOTALS---

Oct 12: 8 / \$1,000.00 Nov 12: 1 / \$100.00  
Sales Totals: 9 / \$1,100.00  
Station Totals: 9 / \$1,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$55,000	CABL	0%	UNKN	0%	WGRZ	34%	WIVB	33%	WKBW	19%
		WNLO	6%	WNYO	2%	WUTV	6%				

Books null  
Demos RA35+

Rep Order# 9803886 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 1362147

Printed: 08/24/2012 3:00 PM  
Last Received: 08/24/2012 2:13 PM  
Showing Buylines: All Lines

1 of 2

Station WNYO-TV BUFFALO NY  
Advertiser ( ) POLITICAL ISSUE GROU  
Product HOUSE MAJORITY PAC  
Estimate# 1546  
Buyer Shira Levy  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1546  
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--- REMARKS ---

REVISE LNS 3 AND 4  
THANKS

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
1	TU-F,M	11A-12P	DIVORCE COURT	:30	\$25.00	10/23-10/29	2	1	2	\$50.00		
2	M	8P-9P	LAW & ORDER: SVU	:30	\$100.00	10/29-10/29	1	1	1	\$100.00		
*3	TU	8P-9P	COLD CASE	:30	\$100.00	10/23-10/23	1	1	1	\$100.00		
			Station Remark: V2 10/23 8-0P IS HOUSE REVISE PGM									
*4	TH	9P-10P	WITHOUT A TRACE	:30	\$100.00	10/25-10/25	1	1	1	\$100.00		
			Station Remark: V2 10/25 9-10P IS WHITE COLLAR REVISE PGM									
5	F	9P-10P	MONK	:30	\$100.00	10/26-10/26	1	1	1	\$100.00		
6	SU	7P-8P	BONES	:30	\$150.00	10/28-10/28	1	1	1	\$150.00		
7	TU-F,M	10P-1030P	2 ON-SIDE @ 10P	:30	\$250.00	10/23-10/29	2	1	2	\$500.00		

---REPORT TOTALS---



WNYO Buffalo  
699 Hertel Ave, Suite 100  
Buffalo, NY 14207

Waterfront Strategies  
1010 Wisconsin Ave  
Washington, DC 20007

## Contract # 1362147

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** House Majority Political Action Committee (57001)  
**Agency** Waterfront Strategies (7591)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** HOUSE MAJORITY PAC (382211)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Levy, Shira  
**Phone/Fax** /  
**CPE** 79/86/1546  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** HOUSE MAJORITY PAC  
brad philipps

**Date Entered** 08/24/12  
**Last Modified**  
**Entered By** Patrick Mannella  
**CO-OP** No  
**Headline #** ECR09803886  
**Demo** A35+  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$135.00  
**Net Total** \$765.00  
**Sales Tax**

## Buffalo (WNYO)

By Broadcast Month	Spots	Rate
Oct. 2012	6	\$800.00
Nov. 2012	1	\$100.00
<b>Grand Total:</b>	<b>7</b>	<b>\$900.00</b>

# INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/23/12-10/26/12	1	:30	11A- 12P (EST)	2		X	X	X	X			2	\$25.00	\$50.00	Buffalo (WNYO)	DIV CT	8/24/12
Est 2.0	Unapproved (NewL) on credit hold / Prime	10/29/12-10/29/12	1	:30	8P- MYN-Law & Order: SVU (Monday)	1								1	\$100.00	\$100.00	Buffalo (WNYO)	LAW	8/24/12
Est 3.0	Unapproved (NewL) on credit hold / Prime	10/26/12-10/26/12	1	:30	9P- MYN-Monk 2 (Friday)						1			1	\$100.00	\$100.00	Buffalo (WNYO)	MONK	8/24/12
Est 4.0	Unapproved (NewL) on credit hold / Prime	10/28/12-10/28/12	1	:30	7P- Bones WKND 2								1	1	\$150.00	\$150.00	Buffalo (WNYO)	BONES	8/24/12
Est 5.0	Unapproved (NewL) on credit hold / News	10/23/12-10/26/12	1	:30	10P- News-2 On Your Side At 10	2		X	X	X	X			2	\$250.00	\$500.00	Buffalo (WNYO)	NEWS	8/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Patrick Mannella* 8/24/12